



2023-2024 General Assembly

SENATE BILL 355: North Carolina Farm Act of 2024, Sec. 2: North Carolina Sweetpotato Act of 2020 Revisions

Committee:	Date:	August 20, 2024
Introduced by:	Prepared by:	Kyle Evans
Analysis of:	Sec. 2 of S.L. 2024-32	Staff Attorney

OVERVIEW: Section 2 of S.L. 2024-32 states explicitly that participation in the trademark program for North Carolina sweetpotatoes, established in 2020, is voluntary. This section also eliminates the North Carolina Sweetpotato Quality and Branding Advisory Council and directs the Board of Agriculture to adopt rules as authorized by the North Carolina Sweetpotato Act in consultation with the North Carolina Sweetpotato Commission.

This section became effective July 3, 2024.

BILL ANALYSIS:

In 2020, the General Assembly enacted the North Carolina Sweetpotato Act, which established within the Department of Agriculture and Consumer Services (DACS) a program to create and license a trademark for North Carolina sweetpotatoes. Part of the Act also established within DACS an advisory council, appointed by the North Carolina Sweetpotato Commission, a nonprofit trade association for sweetpotato growers, to advise the Commissioner of Agriculture on the trademark program.

Section 2 of S.L. 2024-32 states explicitly that participation in the trademark program for North Carolina sweetpotatoes is voluntary. This section also eliminates the advisory council and directs the Board of Agriculture to adopt rules as authorized by the North Carolina Sweetpotato Act in consultation with the North Carolina Sweetpotato Commission.

EFFECTIVE DATE: This section became effective July 3, 2024.

Chris Saunders, Legislative Analysis Division, substantially contributed to this summary.

Commented [PH1]: Substantive change approved by drafter

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Director



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